

16th YEAR • A WEEKLY PUBLICATION

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10/1/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january

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january - 1957

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february - 1957

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march - 1957

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 28, 1956</u>			
Friday Sept. 28 11:30 A.M.	PRESS PREVIEW OF FALL FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Friday Sept. 28 12:00 Noon Luncheon	PREVIEW OF RESORT AND EARLY SPRING DRESSES Nelly de Grab will preview her dresses, coordinates and sportswear. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 28 12:30 P.M.	PRESS PREVIEW OF RELIGIOUS PAINTINGS Open to public, Oct. 2 - Nov. 13. Publicity: Evelyn Clark, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N.Y.
Friday Sept. 28 2:30 P.M.	RESORT AND SPRING SUIT COLLECTION Daily thereafter at 10:00 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 30- Oct. 4	MIAMI FASHION COUNCIL'S CRUISE AND RESORT WEAR SHOWING AT DILIDO HOTEL, MIAMI BEACH, FLA. Contact: Grace McElligott, 141 N.E. 3rd Ave., Miami.		

WEEK BEGINNING MONDAY, OCTOBER 1, 1956

Monday Oct. 1 10:00 A.M. Breakfast	PREVIEW: HANDKNIT FASHIONS BY NOMOTTA Macy's will preview handknit fashions by Nomotta. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
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RESORT-SPRING COLLECTION BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, OCT. 1</u>			
Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691	
<u>TUESDAY, OCT. 2</u>			
Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041	
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724	
<u>WEDNESDAY, OCT. 3</u>			
Davidow.	By appointment.	550 7th, FE. 6-6909	
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577	

Monday Oct. 1 2:30 P.M.	OPENING: RESORT & SPRING COLLECTION Country and suburban fashions. Thereafter continuous. Contact: LO. 4-6754.	ROBERT BART (GOS COB, INC.)	1370 BROADWAY SHOWROOM - 8TH FLOOR
Monday Oct. 1 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Designed by Vera Stewart. Daily at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct 1 2:30 P.M.	OPENING: RESORT DRESS COLLECTION Showing daily at 2:30 P.M.	HAYETTE Publicity: Terry Mayer,	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR BR. 9-6560.
Monday Oct. 1 4:00 P.M. Cocktails	WOMEN'S AND CHILDREN'S RESORT & SPRING CLOTHES Preview for press and buying offices. Publicity: Barbara McGinnis at White Stag,	WHITE STAG (1407 BROADWAY) <u>Showing at 4:30 P.M.</u> By invitation.	HOTEL PLAZA TERRACE ROOM
Monday Oct. 1 4:00 P.M.	SPRING COLLECTION BY LUIS ESTEVEZ "La Pan Americana"--preview of the Resort and Spring collection, designed by Luis Estevez. Cocktails after the show. Publicity: Mildred Kaldor,	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVE.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Beginning Monday Oct. 1	OPENING OF RESORT SEPARATES COLLECTION Continuous daily showings.	LOOMTCGS, INC. Contact: Arnold Schoenfeld,	1410 BROADWAY SHOWROOM - 15TH FLOOR LA. 4-4671.
Monday Oct. 1 6:30 P.M.- 8:30 P.M.	"FABRICS"--FASHION TRAINING COURSE Speakers: Hope Skillman, Skillmill, Inc.; Jeanne Pierre, American Rayon Institute. Price: \$2.00 each session.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Contact: CI. 7-3940.	COMMUNITY BUILDING 40 EAST 35TH STREET
Tuesday Oct. 2 9:30 A.M. Breakfast	PRESS PREVIEW OF HOME FASHIONS Macy's will preview their newly redecorated seventh floor, featuring home fashions. By invitation. Publicity: Nancy Rosenfield,	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM OX. 5-4400.
Tuesday Oct. 2 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Daily showings thereafter at 10:30 A.M.	KANE-WEILL Contact: Eleanor Rose,	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR LO. 5-3041.
Tuesday Oct. 2 11:00 A.M.- 4:00 P.M.	MASTERS OF BRITISH PAINTING, 1800-1950 Exhibit of about 100 paintings by more than 30 British artists. Members' preview from 8:00-11:00 P.M. Open to public, Oct. 3 - Dec. 2. Publicity: Elizabeth Shaw,	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET THIRD FLOOR
Tuesday Oct. 2 12:00 Noon	OPENING: RESORT AND EARLY SPRING COLLECTION Daily showings at 12:00 Noon.	ALISON Contact: WI. 7-0152.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 2 12:00 Noon	RESORT & EARLY SPRING BY DOROTHY COX Daily showings at 12:00 Noon of Dorothy Cox collection.	TANNER OF NORTH CAROLINA Contact: CH.4-2050.	HOTEL YORK 488 7TH AVE.-RM.609
Tuesday Oct. 2 12:30 P.M. Luncheon	SOPHIE ORIGINALS FOR FALL AND WINTER Saks will present Fall and Winter ready-to-wear originals by Sophie (with Stephen Erkin). Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Saks Publicity: Grace de Mun, PL. 3-4000. Produced by Mary Alice Rice,	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM CI. 6-1790.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 2 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Luncheon presentation of Rembrandt fashions available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Rembrandt publicity: Pauline Greene at Charles J. Charney & Co., PL. 7-0955. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	REMBRANDT FROCKS (498 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 2 2:30 P.M.	OPENING: RESORT & SPRING COLLECTION Resort and Spring collection at 2:30 P.M. daily. By invitation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 2	PRESS PREVIEW OF THE BRIDES' INSTITUTE SHOW AT 4:00 P.M., LOUIS SHERRY RESTAURANT, 45TH ST. & VANDERBILT (COLISEUM SHOW, OCT. 18-22, See Page 8).		
Wednesday Oct. 3 10:00 A.M.	INFANTS' WEAR COLLECTION BY CHARLES JAMES Preview of first infants' wear collection by Charles James. By invitation only. Contact: Muriel Francis, 116 E. 65th St., LE. 5-3200.	ALEXIS, INC. (ATLANTA, GA.)	CHARLES JAMES SALON 12 EAST 57TH STREET
Wednesday Oct. 3 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Showing of Spring and Summer fabrics. Co-Chairmen: Frances Clarke (commentator) and Janet Livingstone. Prices: \$5.75, members; \$6.75 guests. Exhibit open 10:00 to 3:00; admission: \$1.00 at door. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL DRESSES AT LUNCHEON SHOW Abe Schrader will present Fall dresses during luncheon, available at Milgrim. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Abe Schrader--Betty Yarmon, LO. 4-9194; Milgrim-- Gladys Steiner, PL. 1-2820. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON Luncheon show, including fashions by Irene of California and fur imports, for benefit of Multiple Sclerosis Society. Press by invitation. Tickets: \$10.00; contact: Mrs. Hamilton White, 40 East 48th St., PL. 9-4750. Gunther Jaeckel Publicity: Carol Paley, PL. 5-7000.	GUNTHER JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Claire Schaffel will present Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Claire Schaffel contact: PL. 5-0818. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE BALLROOM
Wednesday Oct. 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT-SPRING COLLECTION Preview in new showroom of Brigance's Resort and Spring dresses, beach- wear and playclothes. By invitation only. Trade showings at 2:30 P.M., beginning Oct. 4. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT SPORTSWEAR COLLECTION Preview of Resort sportswear and beachwear designed by Greta Platty. By invitation. Daily thereafter at 9:30 A.M. Publ.: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Thursday Oct. 4 9:00 A.M. Breakfast	PREVIEW: 1957 COLE & DIOR SWIM FASHIONS Preview of Cole's 1957 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. <u>Showing at 9:30 A.M.</u> By invitation. N.Y. contact: 1407 B'way, Room 2703, BR. 9-6377. Publ.: Margot Mallary, Cole of Calif., 2615 Fruitland, L.A.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 4 10:30 A.M.	OPENING OF RESORT COLLECTION Tina Leser will present her Resort collection, including a new line of bathing suits, at 10:30 and 2:30 daily. Contact: Miss Nina, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 4 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOWING Fall and Winter millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Dir: Mary Alice Rice, CI.6-1790.	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 4 2:30 P.M.	OPENING: RESORT AND SPRING DRESS COLLECTION Clare Potter's dresses for Resort and Spring at 2:30 P.M. on Oct. 4 and 5; also Oct. 8 thru 12. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Oct. 4 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: RESORT-SPRING SHIRTS AND BLOUSES "Digby Morton's English Garden"--preview of Lady Hathaway's Resort-Spring '57 shirts and blouses. Continuous showings. By invitation. Publicity: Janet Laib, OX. 7-5566.	LADY HATHAWAY (112 E. 40TH ST.)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Oct. 4 8:00 P.M. Dinner	"THE VELVET BALL"-- BENEFIT SHOWING Showing of velvet fashions in five scenes, staged by Lester Gaba, for benefit of the Recreation Service for Children of Bellevue. Tickets: \$20.00. Publ.: Eleanor Kairalla, 745 Fifth Ave., MU. 8-1171.	THE VELVET INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
Friday Oct. 5 9:30 A.M. Coffee	FIRST FUR FASHION SHOW Ohrbach's will preview their Winter collection of high fashion furs, including scarves, stoles, jackets, capes and coats, in their new fur salon. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OH RBACH'S	5TH FLOOR FUR SALON
Friday Oct. 5 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10, 11, 15 and 17 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 8 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FURS Ben Kahn will preview his Resort and Spring furs. By invitation. Also showing Oct. 9 and 10 at 2:30. Publicity: Rosemary Sheehan, CI. 7-8060.	BEN KAHN, INC.	150 WEST 30TH STREET SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 8	OPENING OF RESORT COLLECTION Serbin of Florida will present their Resort collection, designed by Muriel Ryan, at continuous daily showings. Contact: BR. 9-9567. Publicity: Helen Baum, Hank Meyer Associates, 355 Lincoln Road, Miami Beach, Florida.	SERBIN OF FLORIDA	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 9 11:15 A.M. Luncheon	PREVIEW OF LOTTE'S RESORT COLLECTION Gaudiosi will preview Lotte's new Resort and Spring collection. By invitation. Daily thereafter at 11:15 A.M. Contact: LO. 4-9480. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	GAUDIOSI BROS., INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 9 1:00 P.M. Luncheon	ELIZABETH ARDEN FASHIONS AT BENEFIT Annual luncheon of the A.W.V.S. with a showing of Elizabeth Arden's Fall fashions. Price: \$7.50. Contact: Julie R. Stein, A.W.V.S., 270 Park Avenue, PL. 3-4116.	AMERICAN WOMEN'S VOLUNTARY SERVICES	ST. REGIS HOTEL ROOF
Beginning Tuesday Oct. 9 2:30 P.M.	OPENING OF RESORT & EARLY SPRING COLLECTION McMullen will present their Resort and early Spring dresses and separates at 2:30 P.M. daily. Contact: Esther Reifer, OX. 5-4270.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Beginning Tuesday Oct. 9	OPENING OF RESORT & EARLY SPRING COLLECTION "Junior Fashion Menu", styled by Jack Baker, will be shown in the Resort and early Spring collection of Sue Brett, at continuous daily showings. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday Oct. 9 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Wednesday Oct. 10 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Thursday Oct. 11 10:30 A.M. Champagne	PREVIEW OF HOLIDAY COLLECTIONS Bess Myerson and Janet Leigh will present their Holiday collections for Natlynn to press and buyers. By invitation. Publicity: Gerry Gottlieb, LO. 3-5372.	NATLYNN JRS.	1400 BROADWAY SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 11 12:00 Noon Luncheon	IMPORTS FROM IRELAND, GERMANY AND AUSTRIA Preview of continental imports from Ireland, Germany and Austria, for men and women. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	EUROPE CRAFT IMPORTS (488 SEVENTH AVENUE)	HOTEL PLAZA RENDEZVOUS ROOM
Thursday Oct. 11 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Revillon Freres will present Fall and Winter furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Revillon contact: Bill Paige, PL. 9-5504. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES (11 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Friday Oct. 12 2:30 P.M.	PRESS PREVIEW OF BOYS' FASHIONS Preview of boys' fashions in Fuller Fabrics for Resort and Spring. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	FULLER FABRICS	MADISON SQUARE BOYS' CLUB - 301 E. 29 ST.
Saturday Oct. 13- Oct. 21	SECOND INTERNATIONAL ANTIQUES EXHIBITION Display of 500,000 articles, featuring 1000 articles from past presidential campaigns. Hours: 1:00-11:00. Admission: \$1.50 (opening day, \$2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.	INT'L ANTIQUES EXHIBITION	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday Oct. 14- Oct. 26	MIAMI RESORT SHOWINGS IN NEW YORK The better dress group of the Miami-Florida Fashion Council will show at the Hotel New Yorker. Contact: Grace McElligott, 141 N.E. 3rd Ave., Miami.	MIAMI-FLORIDA FASHION COUNCIL	HOTEL NEW YORKER

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
Oct. 15	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.)	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	FRANK STARR, INC.	530 7th Ave. (19 Fl.)	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 15 1:00 P.M.	OPENING OF SPRING COLLECTION Richard Cole's all-occasion dresses, designed by Alan Phillips, will be shown at 1:00 P.M. daily. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Oct. 15 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Jerry Parnis will preview her Spring dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 16 1:00 P.M. & 4:00 P.M.	RESORT AND SPRING DRESS COLLECTION Junior Sophisticates will present their Resort and Spring dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 16 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Resort and Spring dresses, suits, costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene, Chas. J. Charney & Co., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 16 4:00 P.M. Cocktails	PRESS PREVIEW: FALL & RESORT FASHIONS "The International Polo Look of Fashion Around the World", with a showing of fashions by American and European designers. By invitation only. Publicity: Alice Dowd, PL. 5-7412.	POLO INT'L MAG. & CADILLAC DIV., G.M.	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 17 12:00 Noon Box Lunch	PREVIEW OF SPRING DRESS COLLECTION Dan Keller will preview his Spring dress collection. By invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 17 12:00 Noon Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON Presentation of 15 "Diamonds U.S.A." Awards for diamond jewelry design, chosen from sketches submitted anonymously to Selection Committee--Dr. A.M. Frankfurter, Leon Leonidoff, Rouben Mamoulian, Mrs. Brooks McCormick and Pauline Trigere. Showing of diamond pieces made according to the selected designs. By invitation only. Publicity: Miss Loys Malmgren, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA GRAND BALLROOM
Thursday Oct. 18 10:30 A.M.	OPENING OF SPRING DRESS COLLECTION Jerry Greenwald's Spring dress collection, designed by Violet Feigin, at 10:30 A.M. daily. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Oct. 18 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Mimi Tuthill's Fall fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill contact: TE. 2-8770. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Oct. 18	OPENING: 1957 SPRING COLLECTION Donald Dress will present their 1957 Spring collection of daytime and cocktail dresses, designed by Harriette Harra, at continuous daily showings. Publicity: Margaret Hodge, PL. 5-7630.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 18- Oct. 22	FIRST ANNUAL BRIDES' SHOW Exhibit of 60 Spring bridal gowns, jewels and other fashions for the bride-to-be. Admission: \$1.50. Publicity: Bette Crumpacker, MU. 3-9572.	BRIDES' INSTITUTE (117 EAST 37TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday Oct. 22 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of Spring collection by Sylvan Rich for Martini. By invitation. Daily thereafter at 10:30. Publicity: Mildred Kaldor, TE. 8-1520.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 22 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Vera Maxwell will preview her Spring and Travel collection. By invitation. Trade showings thereafter at 12:00 Noon. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 23 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Preview for press at 10:30 A.M. Trade showings at 2:30 P.M., Oct. 23, 24, 26, 29, 31. By invitation. Contact: FL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 23 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Daily at 10:30 A.M. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 23 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview of Seymour Fox's Spring coats and suits. By invitation. Trade showings: Oct. 24, 25, 30 and 31, Nov. 1, 6 and 7 at 10:00 A.M. Contact: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 23 11:30 A.M.	OPENING OF SPRING DRESS COLLECTION Spring collection at 11:30 A.M. daily. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 23 3:00 P.M.- 6:00 P.M.	SWISS FABRIC FASHION SHOW Spring and Summer fashions from Swiss cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX. 7-0022.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	WALDORF-ASTORIA SERT ROOM
Beginning Tuesday Oct. 23	SPRING & TRAVEL---COATS, SUITS AND ENSEMBLES Continuous daily showings. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION By invitation. Daily showings thereafter at 10:30 A.M. Contact: Lee Jablow, PE. 6-7530. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Preview for press of Jane Derby's Spring couture collection. Trade showings at 10:30 A.M. on Oct. 25, 30 and Nov. 1. By invitation only. Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Bonnie Cashin's Fall and Winter fashions, designed for Philip Sills, and available at Lord & Taylor. Press by invitation. Public by reservation: contact: "Beverly", TE. 8-8000. Bonnie Cashin Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONNIE CASHIN	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher contact: PL. 9-5913. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Aberfoyle will present an International Fashion Show of Resort and Spring fashions in cotton by leading designers here and abroad. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MTG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 25 4:00 P.M. Cocktails	PREVIEW OF SPRING EXPORT COLLECTION Fontana of Rome will preview her Spring export collection of ready-to-wear. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Friday Oct. 26 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Monte-Sano will present their Spring coats and suits at 10:30 A.M. Oct. 26, 30, Nov. 1, 14. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Saturday Oct. 27- Nov. 4	FIRST INTERNATIONAL FASHION EXPOSITION "The American Family Fashion Story"--fashions for men, women and children; fabrics and allied interests. Admission: \$1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Hours: 11 - 11; Sunday 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact: JU. 6-6820. Public Relations: A.A. Schechter, 580 Fifth Ave., JU. 6-2420.	FASHION-O-RAMA (353 W. 57TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES Women's fashion editors from all over the country will attend National Press Week in Los Angeles. By invitation only. Contact: William Maxfield, Exec. Dir., California Fashion Creators, 740 South Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Tuesday
Oct. 2 THIRD WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Tues., Oct. 2: Offenbach's ORPHEUS. Thurs., Oct. 4: Thomas' MIGNON.
Fri., Oct. 5: Verdi's LA TRAVIATA. Sat., Mat., Oct. 6: Bizet's CARMEN.
Sat., Eve., Oct. 6: Thomas' MIGNON. Sun., Eve., Oct. 7: Strauss' DIE
FLEDERMAUS. Publicity: Barry Hyams, CO. 5-4784.

Wednesday
Oct. 3 OPENING: "LOUD RED PATRICK" AMBASSADOR THEATRE, 49TH ST. WEST OF B'WAY
Richard Krakeur, Robert Douglas and David Wayne will present the John
Boruff comedy with Mr. Wayne and Arthur Kennedy starring. Directed by
Mr. Douglas. Settings, lighting and costumes: Paul Morrison. Publicity:
Karl Bernstein, CI. 6-0427.

Thursday
Oct. 4 OPENING: "HARBOR LIGHTS" PLAYHOUSE THEATRE, 137 WEST 48TH STREET
Linda Darnell and Robert Alda will star in Norman Vane's drama produced
by Anthony Parella. Director: Thomajan. Settings: Perry Watkins.
Lighting: Lee Watson. Miss Darnell's costumes: Jeanne Partington,
Publicity: David Lipsky, CH. 4-5135.

Monday
Oct. 8 OPENING: "SIXTH FINGER IN A FIVE FINGER GLOVE" LONGACRE THEA., 220 W. 48TH
Gertrude Caplin and Thelma Fingar will present Jimmie Komack in a comedy
by Scott Michel. Director: Harald Bromley. Setting and lighting: Paul
Morrison. Featuring: Bill Zuckert, Gladys Holland, Samuel Gray.
Publicity: Sam Friedman, PL. 7-4380.

Wednesday
Oct. 10
8:30 P.M. PREMIERE: "GIANT" (Movie) ROXY THEATRE, 7TH AVENUE & 50TH STREET
Elizabeth Taylor, Rock Hudson and the late James Dean will star in Warner
Bros. film adaptation of Edna Ferber's novel. Producer & director: George
Stevens. Miss Taylor's costumes: Moss Mabry. Costumes: Marjorie Best.
Premiere for benefit of Muscular Dystrophy Ass'ns of America; tickets--
\$5.00-\$25.00, contact: Room 1533, 9 Rockefeller Plaza, CO. 5-7460, Warner
Publicity: Eve Siegel, CI. 6-1000.

Wednesday
Oct. 10 OPENING: "THE RELUCTANT DEBUTANTE" HENRY MILLER THEA., 124 W. 43RD ST.
Gilbert Miller, in association with Loew's, Inc., will present Adrienne
Allen and Wilfrid Hyde White in a comedy by William Douglas Home with Anna
Massey, John Merivale, Brenda Forbes. Setting: Raymond Sovey. Dir.: Cyril
Ritchard. Costumes: Kathryn B. Miller. Publ.: Richard Maney, CI. 7-4646.

Thursday
Oct. 11 OPENING: "TOO LATE THE PHALAROPE" BELASCO THEATRE, 114 WEST 44TH STREET
Mary K. Frank will present the Robert Yale Libott dramatization of Alan
Paton's novel about a police lieutenant in South Africa. Starring: Brian
Sullivan. Director: John Stix. Settings and lighting: George Jenkins.
Costumes: Dorothy Jeakins. Publicity: William Field, PL. 7-6846.

Tuesday
Oct. 16 OPENING: "DOUBLE IN HEARTS" GOLDEN THEATRE, 252 WEST 45TH STREET
Julia Meade, William Redfield, Laurence Hugo and Neva Patterson in Paul
Nathan's new comedy produced by Barnard Straus, Paul Vroom and Adna Karns.
Director: John Gerstad. Sets: Sam Leve. Costumes: Natalie Walker.
Publicity: David Lipsky, CH. 4-5185.

Thursday
Oct. 18 OPENING: "THE APPLE CART" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Maurice Evans and Signe Hasso will star in George Bernard Shaw's comedy
with Charles Carson, Claudia Morgan, Mercer MacLeod, Katherine Hynes,
Raymond Bramley. Produced by Charles Adams and Joseph Neebe. Dir.: George
Schaefer. Costumes: Noel Taylor. Publ.: Leo Freedman, CH. 4-7250.